



We are...

*A beautiful, thoughtful, magazine resource
for Caribbean brides*

Over the last eight years, it has been a joy to discover that our readers truly love our unique voice and carefully curated content. One of our philosophies is to only use real brides on our cover.

Our weddings, features and advice are all hand-picked
and thoughtfully shared in ways that we know will resonate best with our discerning audience of brides, grooms, newly-weds and bridal party members. In fact, truth be told, all walks of womanhood come to TW Wed-Zine for inspiration, ideas, and of course - love stories!

Join us on our journey as the premier bridal magazine in Trinidad and Tobago - where we feature an annual online and print publication that utilizes social media, online marketing, bridal shows, networking events, reputable wedding vendors and strategic international alliances to continue our growth and yours.

We are the only brand serving the Trinidad & Tobago wedding market
with a comprehensive suite of content offerings and services, on all major platforms. We take great pride in having the highest ratio of quality editorial to advertising, ensuring that couples are provided with a wealth of inspirational and aspirational images and ideas.

TW Wed-Zine is published annually by Trinidad Weddings (TW) in June every year. Our magazine features:

- ***Premium editorial content***
- ***Contemporary graphic design***
- ***Stunning photography***
- ***High-quality printed material***

Couples want you. You want them.
So, in essence - ***we are matchmakers!***



We Love...

Connecting brides and grooms with reputable wedding vendors by providing inspiration through real weddings, stylized shoots, profiles on industry experts and feature articles.

Two main passions fuel what we're about:

- *Making wedding planning a stress-free and joyful time for couples and;*
- *Helping the best event service providers connect with those who need their services.*

We give You...

A Personalised Approach To Publishing

Our publisher - Trinidad Weddings, has been in the wedding business for over a decade; so it's safe to say *we understand you*.

We understand our couples and we understand media tools.

This knowledge has enabled us to create this extremely effective portfolio of products that serve both our engaged and wedding vendor clients:

TW Wed-Zine

Our hardcopy and digital magazine. The first local wedding magazine to be made available for global, digital download sale.

www.trinidadweddings.com

Our constantly updated and highly-functional website.

Exciting wedding industry events

Special offers via our strategic local and international partnerships.



We supply...



**Artwork services
in-house**
(*billed separately
from ads)



**Photography services
billed per hour**
(*upon request)



**Free copywriting
assistance**

We are sold...

Locally - 2000 copies at leading retailers across Trinidad & Tobago.

Online Hardcopies - The hardcopy magazine is available for online purchase world-wide through our website, **www.trinidadweddings.com**

Digital Download - The magazine is available for digital download sale to customers both in and outside of Trinidad & Tobago. This version is compatible for Macs, PCs, Tablets and Smartphones. It comes to the buyer in an animated, flipping page format with "live" links to advertisers who take applicable packages.

**72% of our digital sales come from the USA,
14% come from Toronto,
Canada and 14% come from London, UK.**

At Bridal Shows & Events - Throughout 2019, the magazine will either be sold or freely distributed at bachelorette parties, bridal shows and fashion/beauty/retail events where TW is an affiliate, sponsor or partner.



We Target...

1. Fashionable and Do-It-Yourself (D.I.Y) engaged women (94%) and men (6%) between the ages of 25 to 44; with 31 % in this age group with a wedding budget of TT\$60,000 and over. This segment is looking for a magazine that provides inspiration and an extensive list of vendors, whose services they can use on their wedding day.
2. Families and friends of the couple who want to help and who may shoulder the responsibility of short-listing and booking the vendors for the wedding.
3. Wedding industry vendors, fashion and beauty professionals
4. Event management students, stakeholders in the events industry and corporate communication/public relations professionals who plan events.

Based on our mailing list, our statistics, are as follows
(*2018 data, to date) :

Readership by wedding budget

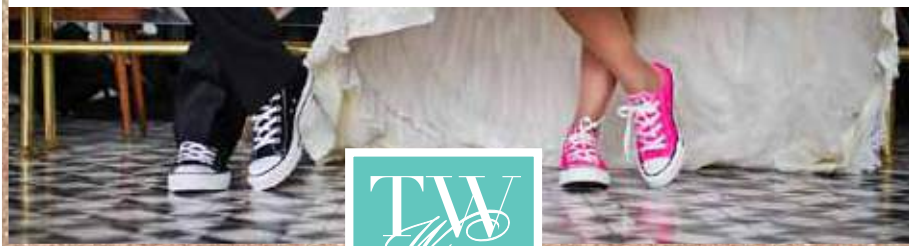
TT\$80,000 and over = **20% of readers**
TT\$60,000-80,000 = **11% of readers**
TT\$40,000-60,000 = **18% of readers**
TT\$20,000- 40,000 = **24 % of readers**
TT\$20,000 & under = **27 % of readers**

Readership by age group

25-34 years old: 69%
35-44 years old: 18%
18-24 years old: 11%
45-54 years old: 2%

As you can see, our readership is evenly spread, which means that no matter what sort of bride or groom you're targeting, there will be a reader for you!

This wide readership shares a keen interest in wedding planning information and wedding-related products and services.



This market has tremendous spending power, which you can influence by advertising in high-visibility spots within the TW Wed-Zine.

In this media-rich world, we know it's important for you to channel your advertising dollars toward products that:

- *Your niche audience will find appealing*
- *Are high-quality*
- *Provide resources and tools that your clients need*

We would love to work with you and help you do just that!



Simone

Editor-in-Chief
Simone Sant-Ghuran



ADVERTISING OPTIONS (in TTD)

- Early Bird rates shown below – only valid until January 31, 2019
- Regular rates with an increase of 10% across all categories, will apply from February 1, 2019
- 50% deposit is required to hold your booking & secure early bird pricing

- Balance payable on early bird bookings will be due no later than by February 1, 2019
- Returning Advertisers from 2017 or 2018 benefit from “Rate A” across all categories of ads
- “Non-TW Website Advertisers” refers to clients who do not currently have a website ad/listing on www.trinidadweddings.com

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
TEXT CLASSIFIEDS (listed by product/service category) Number of spots: 20	The 2 pages at the back of the magazine	Text only Fields include: company name, company contact, telephone number (s), email address (1), website/ Facebook page (maximum of 2)	A. TW website advertiser rate: \$500 B. Non-TW website advertisers: Magazine only \$600 C. Non-TW website advertisers: Magazine & 6 month website listing – \$1,800 D. Non-TW website advertisers: Magazine & 12 month website listing – \$2,500	Additional product/ service categories can be purchased for \$100 each. Deadline for submission of text: January 31, 2019
PREMIUM CLASSIFIEDS Number of spots: 8	Before the Text Classifieds to the back of the magazine	One professional photo OR logo, 50 word limit, contact information. No artwork required	A. TW Web Advertiser rate \$700 B. Non-TW web advertiser - Magazine Only \$875 C. Non-TW web advertiser - Magazine & 6 month web listing \$2000 D. Non-TW web advertiser - Magazine & 12 month web listing \$ 2600	Client to submit: <ul style="list-style-type: none"> • A 50 word description (subject to Editor’s review) • 1 high-resolution, professionally-done, photo no less than 300 dpi. • Copyright permission from your photographer must be obtained prior to sending to us.
TW Loves... - Suitable if you have a product/ service you would like to feature. Items we would like to feature would be in the following categories: <ul style="list-style-type: none"> • beauty and makeup • fashion/apparel • accessories • home decor/ registries • financial services/ insurance/loans & mortgages • venues/ restaurants • food/dessert • invitations • cars/ vehicles Number of spots: 6-8	Placement on a 2-page spread at the Editor’s discretion between pages 10-20 of the magazine	Photo and text No artwork required	A. TW website advertiser rate: \$2,800 B. Non-TW website advertisers: Magazine only \$3,000 C. Non-TW website advertisers – (magazine & 12 month website listing) \$3,500	Client to submit: <ul style="list-style-type: none"> • A 100 word product/ service description (subject to Editor’s review) • 1 high-resolution, professionally-done, photo no less than 300 dpi. • Copyright permission from your photographer must be obtained prior to sending to us. • A Text Classified Listing is included in this package • Deadline for submission of text & photo: January 31, 2019

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
QUARTER PAGE AD Number of spots: 4	Back of the magazine but before the Premium Classifieds	Artwork required	A. TW website advertiser rate: \$3,750 B. Non-TW website advertisers: Magazine only \$4,750 C. Non-TW website advertisers – (magazine & 12 month website listing) - \$5,250	<ul style="list-style-type: none"> • A Classified Listing is included in this package * Rates do not include artwork fees. If you require artwork, the fee is an additional \$1,000 Deadline for submission of artwork: January 31, 2019
HALF PAGE ADVERTISEMENT Number of spots: 8	Throughout the magazine	Artwork required	A. TW website advertiser rate: \$6,000 B. Non-TW website advertisers: Magazine only \$6,500 C. Non-TW website advertisers – (magazine & 12 month website listing) - \$7,000	<ul style="list-style-type: none"> • A Classified Listing is included in this package * Rates do not include artwork fees. If you require artwork, the fee is an additional \$1,800 Deadline for submission of artwork: January 31, 2019
EDITOR'S HOT LIST - Do you want your product to be raved about by the engaged couples? Invest in a product/ service review that comes with the TW Editor's favourable take on why your store, product or merchandise is better than your competitors' offerings! Number of spots: 4	Centrespread	No artwork required Client to submit: <ul style="list-style-type: none"> • A 100 word product description (subject to editor's review) • 1 high-resolution, professionally-done photo no less than 300 dpi. • 1 logo no less than 300 dpi. 	A. TW website advertiser rate: \$5,000 B. Non-TW website advertisers: Magazine only \$5,500 C. Non-TW website advertisers – (magazine & 12 month website listing) – \$6,500	<ul style="list-style-type: none"> • Copyright permission from your photographer must be obtained prior to sending to us. • No artwork is required for this package, since the page will be specially designed by TW. • A Text Classified is included in this package. Deadline for submission of text and photo: January 31, 2019
FULL-PAGE AD/FULL-PAGE PROFILE Number of spots: 12	Throughout the magazine	Artwork required	A. TW website advertiser rate: \$7,000 plus 2 bonus web listing months! B. Non-TW website advertisers: Magazine only \$7,500 C. Non-TW website advertisers – (magazine & 12 month website listing) - \$8,500	<ul style="list-style-type: none"> • A Classified Listing is included in this package * Rates do not include artwork fees. If you require artwork, the fee is an additional \$2,000 Deadline for submission of artwork: January 31, 2019

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
INSIDE FRONT COVER Number of spots: 1	Inside front cover	Artwork required	A. TW website advertiser rate: \$8,000 plus 2 bonus web listing months! B. Non-TW advertisers: Magazine only \$8,500 C. Non-TW website members (magazine & 12 month website listing) - \$9,000	<ul style="list-style-type: none"> • A Text Classified Listing is included in this package * Rates do not include artwork fees. If you require artwork, the fee is an additional \$2,000 Deadline for submission of artwork: January 31, 2019
FIRST PAGE (RIGHT SIDE) Number of spots: 1	First page (right side)	Artwork required	A. TW website advertiser rate: \$7,500 plus 2 bonus web listing months! B. Non-TW advertisers: Magazine only \$8,000 C. Non-TW website advertisers - (magazine & 12 month website listing) - \$8,500	<ul style="list-style-type: none"> • A Text Classified Listing is included in this package * Rates do not include artwork fees. If you require artwork, the fee is an additional \$2,000 Deadline for submission of artwork: January 31, 2019
2 PAGE SPREAD Number of spots: Anywhere between pages 12-30		Artwork required	A. TW website advertiser rate: \$9,500 plus 4 bonus web listing months! B. Non-TW website advertisers: Magazine only \$10,000 C. Non-TW website advertisers - (magazine & 12 month website listing) - \$11,000	<ul style="list-style-type: none"> • A Text Classified Listing is included in this package * Rates do not include artwork fees. If you require artwork, the fee is an additional \$3,400 Deadline for submission of artwork: January 31, 2019
PAGE 2 & 3 SPREAD (I.E. 2 PAGES SIDE BY SIDE) Number of spots: 1	Pages 2 & 3	Artwork required	A. TW website advertiser rate: \$10,000 plus 4 bonus web listing months! B. Non-TW website advertisers: Magazine only \$10,800 C. Non-TW website advertisers - (magazine & 12 month website listing) - \$11,000	<ul style="list-style-type: none"> • A Text Classified Listing is included in this package * Rates do not include artwork fees. If you require artwork, the fee is an additional \$3,400 Deadline for submission of artwork: January 31, 2019

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
INSIDE BACK COVER Number of spots: 1	Inside back cover	Artwork required	A. TW website advertiser rate: \$8,000 plus 2 bonus web listing months! B. Non-TW advertisers: Magazine only \$8,500 C. Non-TW advertisers – (magazine & 12 month website listing) – \$9,000	• A Text Classified Listing is included in this package * Rates do not include artwork fees. If you require artwork, the fee is an additional \$2,000 Deadline for submission of artwork: January 31, 2019
BACK COVER Number of spots: 1	Back Cover	Artwork required	A. TW Website advertiser rate: \$10,000 plus 2 bonus web listing months! B. Non-TW advertisers: Magazine only \$10,800 C. Non-TW advertisers – (magazine & 12 month website listing) – \$11,000	• A Text Classified Listing is included in this package * Rates do not include artwork fees. If you require artwork, the fee is an additional \$2,000 Deadline for submission of artwork: January 31, 2019

Get in Touch!

The TW Wed-Zine is a well-respected publication that will give you considerable leverage and unrivalled exposure in the constantly growing engaged and newly-wed market.

We look forward to partnering with you to grow your business and featuring you in our magazine!

GENERAL ENQUIRIES:

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 Editor-in-Chief
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 E: simone@trinidadweddings.com

Facebook:
www.facebook.com/wedzine

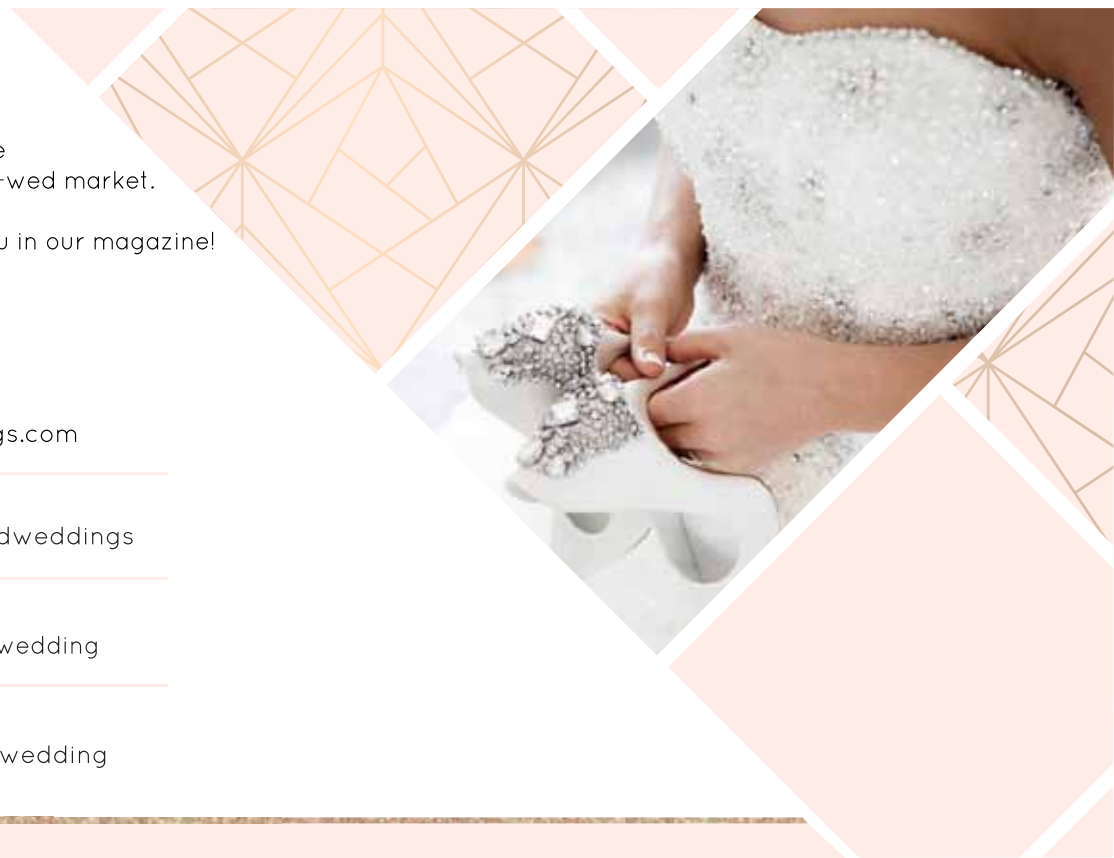
Facebook (website):
www.facebook.com/trinidadweddings

Instagram:
www.instagram.com/trinidadweddings

Pinterest:
www.pinterest.com/trinidadwedding

Twitter:
www.twitter.com/simone_TW

Youtube:
www.youtube.com/trinidadwedding



PROCEDURES & GUIDELINES FOR BOOKING

- I. Bookings are to be made via a Booking Form only. Bookings made via phone or email are only considered tentative.
- II. Trinidad Weddings will invoice the Advertiser for the agreed advertising rate, following receipt of the Advertiser's Booking Form.
- III. Invoices will be due and payable within 30 days of the date of the invoice; unless otherwise stated in the invoice.
- IV. Deposits made on early bird bookings for advertisements, are non-refundable
- V. The Advertiser shall have a period of 7 working days from the date of its submission of the Booking Form, in which it may issue a Notice of Cancellation for the advertisement. Once clients have been invoiced by Trinidad Weddings, all cancellations are subject to a 50% cancellation fee of the full package fee represented on the invoice.
- VI. Payments by advertisers, including advertising agencies, are to be made in full PRIOR TO publishing.
- VII. Advertisements will not be printed without payment in full.
- VIII. In the event that payment is not made by the due date stated in the invoice, Trinidad Weddings reserves the right to charge interest on the amount outstanding at a rate of 1.5% per month.
- IX. Magazine copies will not be distributed to advertisers whose payment is outstanding.
- X. Advertising rates are only refundable should the 2019 TW Wed-Zine Magazine fail to be published.

TW WED-ZINE ARTWORK GUIDELINES

Trinidad Weddings will not assume responsibility for the print reproduction of artwork which is improperly prepared and/or not produced in-house by Trinidad Weddings. If you are outsourcing your graphic design needs, please adhere to these guidelines:

COLOUR PROOFS

- All artwork must be supplied with a hardcopy, colour proof. TW will not accept responsibility for any printing errors if no proof is supplied by the advertiser. By choosing not to supply a proof with your ad submission the colour reproduction of the ad will be based on industry standard best practices to achieve as accurate colour as possible from the supplied digital file.

RESOLUTION

- A commercial printer requires all submitted files to be 300 dpi (dots per inch).

MODIFICATIONS

- Trinidad Weddings reserves the right to trim, reset or resize elements that have not been submitted to required specifications. Reproduction quality is at the advertiser's risk if the Publisher's specifications are not met.

BLEED

- During the printing process, about 3mm on all sides of a page will be trimmed off. Everything that extends past the original canvas size is considered a bleed. Please ensure you do not have any important content in this area. Adjust your canvas size to compensate for this and allow another 3mm. Also, please keep your text at least 6mm away from the edge of the piece. This way your text is in a "safe area."
- To ensure correct printing, an appropriate border at the publisher's discretion, will be added to all artwork that is supplied without correct bleeds.



INK COVERAGE

- Any thin text and/or artwork will not appear crisp if the ink coverage is supplied too high.

PRINTING GRADIENTS, MESHES, AND COLOUR BLENDS

- Files or fonts with gradients, meshes, or color blends can be difficult for some printers to print smoothly (without discrete bands of colour or colour distortion) or at all. These effects should be avoided or handled only by very experienced graphic artists.

COLOUR

- Use only CMYK images in your layout. RGB images will not render color accurately when printed.
- Convert spot colors to CMYK before exporting or saving as a PDF file.
- Please preflight your file before exporting or saving your PDF file. This will indicate any items that may adversely affect print quality.
- TW will not take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colour.

USING THE COLOUR "BLACK"

- Large, solid black areas and text over 36 points should use Rich Black to prevent the colour looking gray. Rich Black consists of 30% Cyan, 30% Magenta, 30% Yellow, 100% Black. For regular body text, do not use Rich Black.
- If you have small, thin text on your piece, it is STRONGLY recommended that you do not use 4-colour black on your piece. Although, using a 4-colour black is recommended on larger areas, using 4-colour text on small areas will make your text blurry and at times, unreadable.
- Process printing uses 4 plates that overlay to make your full colour spectrum on your paper. Although precise, the registration of the 4 plates will shift during the print process. If you use all 4 colours to create your black, they will not line-up precisely, creating a ghosting effect.
- This is especially evident on small lines, or small text, 12pt and smaller. In order to fix this, all small text should be created as 100% black, 0% Cyan, Magenta, Yellow. This way, as plates shift, it will not affect the black colour.

CONVERT FONTS

- All fonts used should be embedded (PDF's) or converted to outlines (EPS, Illustrator). If your fonts are not converted or embedded, your design may not be viewed the way it was meant to be seen.

TRANSPARENCIES

- If using the transparency functions in Illustrator and Freehand generated files, transparencies must be flattened and the files then converted to PDF or bitmap (TIFF or JPEG) before supplying. TW cannot accept any responsibility for any unwanted results if this is not done.

TOO MANY FONTS

- A different font for every headline is confusing and can give your design a cluttered look. Two to three fonts per ad, should be used at maximum.

PHOTOSHOP FILES

- Please save all Photoshop files as either uncompressed TIF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving. If not flattened, the images will appear low resolution. TIF files saved with layers or EPS files containing vector information may generate unwanted results.

PROOFREAD

- Please spell check your documents and review all information to ensure accuracy. TW cannot accept any responsibility for any unwanted results if this is not done.



AD TEMPLATES

FULL PAGE AD: 9" WIDE X 12" HIGH, PLUS 0.25 BLEED

FULL ARTWORK SIZE WITH BLEED: 9.25" X 12.5"



AD TEMPLATES

HALF PAGE AD NO BLEED:

7.9825" x 5.4462" High

QUARTER PAGE AD NO BLEED:

3.893" Wide x 5.4155" High

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